

Toyota Uganda launches the Fortuner



On the 19th of January, Toyota Uganda launched the Fortuner, a sports utility vehicle (SUV), the second model under the IMV project to come into the Ugandan market after the Hilux. Assembled in South Africa based on the IMV (innovative international multipurpose vehicle) platform this new vehicle is tipped to set a new benchmark for SUV's in Uganda because it is not for urban usage alone but can also handle tough and rugged terrain making it an urban-rural SUV.

During the press briefing, Joseph Tinkamayire, Sales and Marketing Manager and Eng. Tom Ntulume, Service Supervisor gave the invited guests a detailed presentation of the Fortuner's superior packaging which they said combines the function of an SUV as well as cutting-edge design to make it look great with its overall dimensions of 4,695mm by 1,840mm by 1,795mm. The Fortuner is not just the biggest vehicle in its class, but the most stylish as well.



TOYOTA TEAM VISITS CHILDREN'S WARD AT MULAGO HOSPITAL

The Toyota Uganda team took time out before Christmas for a special visit to the children's ward at Mulago Hospital. The Toyota Uganda team presented to both the patients a Christmas Care package that included sugar, milk, washing and bathing soap, toilet paper, tea leaves, margarine etc bringing some Christmas cheer to the children, their parents and even some of the hard-working nurses and medical staff.

It was such a joy to see the smiles on those little faces and hope that we did make that little difference to their lives. It was a heart-rending experience especially the fact that some parents couldn't afford to pay the hospital bills and basic upkeep for their children opting to abandon them leaving all responsibility to the nursing sisters. The Toyota Uganda team was really touched by the whole experience and we promised as individuals to take it upon ourselves to visit those children from time to time.

The management team was represented by Hannifer (HRM), Ian (MD), and Joweriah (CRM). We hope to carry on similar projects annually and encourage less privileged patients of different categories in various hospitals.



DEFENSE DRIVING TRAINING FOR UN CUSTOMERS AND THE TOYOTA STAFF

driving training at the end of October 2006 for its customers, workshop staff as well as visitors during the Toyota staff picnic on 16th December 2006.

A fun but educational experience, a lot was learnt through the sessions in each driver was taken through practical tests on how to negotiate off-road driving hazards i.e. an unstable murrum road which can be very dangerous especially when wet. The Toyota team was glad to see the participants enjoying themselves and picking up new driving

skills. For staff it was an eye opener to effective and improved ways of enhancing the services we provide to our customers especially by knowing all the possible problems related to 4WD's which should be handled with care. The day was concluded with a bike circuit where everyone had the opportunity as staff together with our families to learn what the Yamaha bikes can do. It was a thrilling experience and we hope to conduct another circuit sometime this year.

Safe driving is a priority for Toyota; as part of their commitment to helping the local community's efforts to reduce fatalities and accidents on our roads, Toyota Uganda conducted a defense

Product Review

The new Toyota Hilux: Adventure and Luxury combined

“Its got the imposing looks, the interior space and the build quality nailed down”



Over the years Hilux has built a reputation for never-say-die toughness, reliability and power. Now it's got the looks to back it up. Wherever, whenever, whatever – the new Hilux's appetite for work and fun will only be satisfied when you are.

The Toyotas Hilux is available in an array of different bodystyles and trim levels. There are single cabs and double cabs.

“Its got the imposing looks, the interior space and the build quality nailed down”

Styling is far more important to the leisure-orientated pick-up buyer than it is to his commercial vehicle counterpart and the Hilux certainly has presence on the road. Today's Hilux is substantially bigger than the model it replaced and this has given the designers scope to create a more user-friendly interior.

A central factor for the Hilux double cabs target market is its ability to provide comfortable accommodation for the whole family. The rear bench is impressively spacious, offering a higher seating position that will be far more agreeable on longer journeys. Seating three adults across the back is still going to be a squeeze but you could do it in an emergency and theres plenty of space for a trio of children. A major problem with pick-ups of old was the absence of any meaningful secure storage space but the Hilux double cab addresses



this with a rear bench that folds up when not in use to create a decent sized load area behind the driver.

There are even storage bins in the floor below. Build quality around the Hilux interior is now on a par with or superior to many family 4x4s. The layout is refreshingly simple and unfussy with good quality materials used.

The three interlocking rings of the instrument cluster are a particularly nice touch. The driving position in the Hilux is excellent with the firm seats giving good support and both the steering and the gear-change will be a revelation to anyone accustomed to piloting a previous generation model. The rough edges that constantly grated with drivers of pick-ups past have been smoothed over. Double wishbone front suspension and a chassis thats 45% stiffer help to eliminate much of



the rolling and pitching from which pick-ups traditionally suffer.

Bumps in the road can still provoke a bouncy reaction in the suspension but this is largely unavoidable in a vehicle capable of carrying over 1,000kg. The Hilux is powered by a 3.0-litre engine.

Its comfortable, practical, has the imposing looks, the interior space and the build quality nailed down. And being a Toyota, has a strong unit with outstandingly low ownership costs.

Facts At A Glance

CAR: Toyota Hilux pick-up range
ENGINE: 3.0-litre diesel 102bhp
TOWING CAPACITY: 750kg



FINE-T

The Future is Bright

Not content with industry leading environment and safety technology today, Toyota is pushing on to question the very fundamentals of mobility in the future. For Toyota, the goal is to create vehicles which contribute to a more harmonious society and which provide ultimate freedom of movement. At the 2005 Tokyo Motor Show, Toyota introduced two concept vehicles which are the latest in a series developed to meet some of these aims. Welcome to Toyota's product and development of "Today for tomorrow"

Making the Future More Fun

The Concept

"The development of the Fine-N (the forerunner to the Fine-T) focused on design and shape to show the world design needn't be compromised when it comes to Fuel-Cell Hybrid Vehicles (FCHV)," says Naoki Okada, Project General Manager of the Fine-T. "With the Fine-T, we made a conscious effort to go beyond cutting-edge design by primarily concentrating on functions that would bring the driver enhanced driving pleasure and convenience. " The Fine-T embodies Toyota's "Zeronize & Maximize" vision of automobile manufacturing which aims to minimize the negative impact cars can have, while maximizing what people hope to enjoy in a vehicle.

Pursuing "Zeronize"

In addition to being an environmentally-friendly FCHV, representing the most advanced Toyota technology in the field yet, the Fine-T also employs "carbon-neutral" materials for its interior to offset CO2 increases. The Fine-T also offers new breakthroughs in active safety. Video cameras are installed all around the vehicle

to provide complete 360-degree peripheral monitoring. The cameras detect any obstacles and also transmit the pictures to a screen, eliminating "blind spots" for the driver.

Pursuing "Maximize"

"I tried to keep in mind at all times the importance of "maximizing," that is: benefits for people," says Okada. There are certainly plenty of those in the Fine-T.

Four independently powered wheels offer incredible maneuverability, allowing on-the-spot turning and easy parking -- perfect for the low-confidence driver. A low center of gravity and low moment of inertia also make for sensational driving. As the gull-wing doors open, the driver's seat turns out for easy entry and exit, and once inside, the interior is spacious and welcoming. It is the embodiment of omotenashi, the Japanese concept of hospitality. The detail in this omotenashi goes right down to the variable lighting intensity of the interior panels which produces a calming effect when inside.

Is Okada satisfied with the Fine-T? "I am happy with the result, and I believe the Fine-T is a great example for its time. It embodies everything I can imagine necessary in the car of the future. As customers' needs evolve, however, I have no doubt the Fine-T will, too. This is Toyota, and our kaizen efforts never end."

The Fine-T was an actual working model at the Tokyo Motor Show, requiring highly complex computer systems to ensure smooth and rapid movement. Wide gull doors and rotating driver's seat facilitate entry and exit. Inside, the Fine-T demonstrates the awesome space-efficiency that is possible in an FCHV



Toyota maintenance tips

Do it yourself car-care tips

Important regular checks you can do on your car

To ensure that your car serves you well and retains its value, the following are some maintenance suggestions that you may wish to perform regularly. You will also find more information on these, plus many more useful maintenance and safety tips, in your Vehicle Owner's Manual.

Proper use of "High" and "Low" 4WD gear ranges.

The Four Wheel Drive, (4WD) is one of the most essential mechanisms on vehicles that operate off-road. The gearing options found in 4WD vehicles help a vehicle tackle many of the unique situations encountered while driving off-road.

However, many vehicle users do not know how to properly operate the 4WD which results in early system failure, increased tyre wear, hard steering and higher fuel consumption, therefore increasing the maintenance costs of the Vehicle.

Here is a guide on the appropriate application of either 'Low' or 'High' 4WD gear ranges to avoid vehicle sliding or spinning while driving off-road:

"High" Range 4WD (4H)

4H allows you to drive full speed, if necessary. The high range ratios in 4WD mode are the same as the gear ratios in 2WD.

When to use 4H:

- Passing through sandy areas
- Extremely slippery conditions
- Rocky, gravel roads
- Gullies
- Extremely muddy areas
- Ridges
- For maximum traction when the area isn't steep

"Low" Range 4WD (4L)

4L is for creeping along at slow speeds. It reduces the strain on your vehicle; just remember to stay below 25 Km/h in low range. While it does not provide more traction, it does provide 2-3 times more torque at about 1/2 or 1/3 of the speeds in high range. Low range gear ratios are approximately half that of high range.

When to use 4L:

- On wet, slippery surfaces
- On rough trails
- Through shallow water
- Rock-climbing
- Climbing steep hills
- Through mud
- Descending steep hills

Precautions:

- Don't change gears in the middle of a water crossing, going up or down hills, or in sand dunes.

- Be prepared: Engage low-range 4WD before you need it.
- Don't operate 4WD on hard dry surfaces.
- When in doubt, use a lower gear!

TOYOTA SERVICE TEAM WISHES YOU A SAFE RIDE!